## MANAGEMENT REVIEW

## INDEX TO VOLUME 51

#### JANUARY THROUGH DECEMBER, 1962

(Feature) = Special feature	article
(D) = Regular length	digest
(B) == Brief item (less	than one page)

T A	ANNUAL MEETINGS
ADVERTISING (See also Marketing)	Annual Meetings Take to the Road (D)
A Sponsor's-Eye View of Public-Service Programs (D) Jun. 72	ANTITRUST (See Legal Problems)
Advertising Expenses—Are They Deductible? (D) Aug. 18	APPRAISAL (See Personnel Management)
Advertising in 1984 (B) Jun. 51 Advertising Programs: Plans	ARBITRATION
Without Purpose? (D) Oct. 31 Business to Raise Ad Outlays	The Case for Commercial Arbitration (D) Feb. 61
in 1962 (B) Jan. 73	ATOMIC WASTE
Corporate Advertising: What Does It Say? (D)	The Growing Problems of Atomic Waste Disposal (D) Oct. 20
TV (D) Mar. 31	AUTOMATION (See also
Giving It a New Twist (B) Feb. 60	Computers, Data-Processing)
One Way to Boost Ad Efficiency (B) Feb. 43	Automating the Packaging Function (D) Jan. 74
(Feature) = feature article; (D) =	regular digest; (B) = brief item

MANAGEMENT REVIEW

## MANAGEMENT REVIEW

## INDEX TO VOLUME 51

#### JANUARY THROUGH DECEMBER, 1962

(Feature) = Special feature	article
(D) = Regular length	digest
(B) == Brief item (less	than one page)

T A	ANNUAL MEETINGS
ADVERTISING (See also Marketing)	Annual Meetings Take to the Road (D)
A Sponsor's-Eye View of Public-Service Programs (D) Jun. 72	ANTITRUST (See Legal Problems)
Advertising Expenses—Are They Deductible? (D) Aug. 18	APPRAISAL (See Personnel Management)
Advertising in 1984 (B) Jun. 51 Advertising Programs: Plans	ARBITRATION
Without Purpose? (D) Oct. 31 Business to Raise Ad Outlays	The Case for Commercial Arbitration (D) Feb. 61
in 1962 (B) Jan. 73	ATOMIC WASTE
Corporate Advertising: What Does It Say? (D)	The Growing Problems of Atomic Waste Disposal (D) Oct. 20
TV (D) Mar. 31	AUTOMATION (See also
Giving It a New Twist (B) Feb. 60	Computers, Data-Processing)
One Way to Boost Ad Efficiency (B) Feb. 43	Automating the Packaging Function (D) Jan. 74
(Feature) = feature article; (D) =	regular digest; (B) = brief item

MANAGEMENT REVIEW

A Second Look (feature)	May 34	COMPANY OBJECTIVES (See Management)
Can You Profit from Plant Automation? (D)	Apr. 45	COMPANY STORES
Planning for Advanced Data- Processing Systems (D) Will Automated Assembly Op-		Employee Stores: Selling Begins at Home (D) Jan. 44
erations Pay Off? (D) Tomorrow's Work Force: Blue Collar or White? (D)		COMPUTERS (See also Automation, Data-Processing)
B	reb. 40	Making Computers Pay Their Way (D)
BUSINESS CONDITIONS (See Economic Conditions)		the Prosecution? (feature) Jan. 33  CONFLICT OF INTEREST (See
BUSINESS ETHICS		Executives: Ethics)
The Case for Higher Corporate Standards (D)	Nov. 27	CONSTRUCTION
BUSINESS FORMS	NOV. 21	Bank Builders Exorcise Demons (B) Jan. 46
The New Look in Business Forms (D)	Apr. 28	Organizing and Controlling Facilities Planning (D) Jan. 50 Plant Construction and Expan-
BUSINESS GIFTS (See Corporate Giving)		sion: Dealing with Outside Designers (D)
c		Paint (B)
CAPITAL (See Financial Management)		CONSULTANTS
CAR POOLS		Executives and Consultants: The Art of Being Advised (D) Jan. 23
This Is the Way We Go to Work (B)	Jan. 49	CONSUMER SPENDING (See also
CHARITY (See Corporate Giving)		Credit)
COLLECTIVE BARGAINING		Consumer Confidence Rises (B) Jun. 69 Family Size and Income (B) Jan. 22
What's Ahead in Collective Bargaining? (feature)	Mar. 4	U. S. Consumers and the Renting Kick (D)
COLLEGE GRADUATES (See Recruitment)		Europe (D) Sep. 29
COMMITTEES (See Management Techniques)		CORPORATE COUNSEL (See Legal Problems)
COMMUNICATION (See Public		CORPORATE GIVING
Relations)		Business Giving Is Big Business (D)
COMPANY LOCATION (See Location)		Overseas Outlet Through CARE (B)
(Feature) = feature article	; (D)	= regular digest; (B) = brief item
DECEMBER, 1962		69

COST CONTROL	DESIGN (See Product Development)
Controlling Marketing Costs with Distribution-Cost	DISCOUNT HOUSES (See Marketing)
Analysis (D) May 71 Cost Coordinators Pay	DISTRIBUTION (See also Marketing)
Dividends (B)	Controlling Marketing Costs with Distribution-Cost
Damage Control (feature) Mar. 26 Cutting Costs Through	Analysis (D)
Value Engineering (D) Dec. 30 Cutting Paperwork Costs: One	er Inventories (B) Sep. 36
Company's Program (D) May 47	Mapmakers of Marketing (D). Oct. 16 Techniques for Improving
Keeping Indirect Costs Under Control (D) Feb. 53	Distribution Efficiency (D) Dec. 22 The Short-Order Economy (D) Sep. 25
Keeping Tabs on Manufactur- ing Costs: One Company's	
Program (D) Jun. 52	E .
Save Money on Mail (B) Mar. 75	
Setting Up a Standard Cost System (D)	ECONOMIC CONDITIONS (See also Profits)
CREATIVITY	1962—Buoyant and Bright: A Survey of 316 Top Econo-
Conditions for Creativity (B) Sep. 70	mists (D) Jan. 16
Consider the Impractical (B) Aug. 62	Economic Forecast: Fair, with Occasional Cloudiness (D) May 20
CREDIT (See also Financial Management)	If We Had a 32-Hour Week (D) Mar. 38 Inside GNP: A Closer Look at the
Credit Unions Increase (B) May 30 How Industry Is Using Captive	Gross National Product (D) Nov. 19
Finance Companies (D) Jan. 68	EDUCATION AND BUSINESS
Manufacturers Liberalize Credit Terms (B) Sep. 32	Financing Employee Education: What Companies Are Doing
D	(D)
DATA-PROCESSING (See also Computers, Information Systems)	ELECTRONIC DATA-PROCESSING (See Data-Processing)
Data-Processing: Centralized or	EMPLOYEES
Decentralized? (D)	Attitudes:
Rent or Buy? (D)	Tips on Handling Employee Attitude Surveys (D) Sep. 60
(2)	Compensation:
DECISION-MAKING (See Management Techniques)	Coming—Salaries for All Workers? (D) Jul. 69
DEFENSE WORK (See Government and Business)	Education:
DELEGATION (See Management Techniques)	Financing Employee Education: What Companies Are Doing (D)
(Feature) = feature article; (D)	= regular digesi; (B) = brief item
70	MANAGEMENT REVIEW

Tips on Boosting Engineering Productivity (D)	Morale:		Ethics:
Training:  Improving Sales-Training Efforts (B)	(feature) Jul.	54	The Case for Higher Corporate Standards (D)
Improving Sales-Training Efforts (B)		72	Health:
Improving Sales-Training Efforts (B)			Alley Activity (B) Nov 59
forts (B)			
tive's Experience (feature) Jun. 55  BNGINEERING  A Profit-Making Engineering Division (B)	forts (B) Ma	y 26	Position Wanted: One Execu-
Refirement:  A Profit-Making Engineering Division (B)		. 48	tive's Experience (feature) Jun. 55
A Profit-Making Engineering Division (B)	ENGINEERING		Recruitment (See Recruitment)
Division (B) Sep. 56 Making the Most of Engineering Talent (D) Jul. 50 Tips on Boosting Engineering Productivity (D) Jul. 41 What Product Designers Should Know About "Producibility" (D) Jul. 76 ENGINEERS (See Professional Employees) ENGINEER SHORTAGE (See Professional Employees) EXECUTIVES (See also Management, Management Techniques)  Characteristics: Thinkers and Doers—A Survey (B) Nov. 14  Compensation: Building the Executive Salary Structure (D) Nov. 31 Elements of Executive Compensation (D) Jan. 29 Management Compensation Overseas: An International Survey (D) Nov. 48 Tailoring the Executive Compensation Package (D) Oct. 38 Delegation (See Management Techniques)  Fel. 39 Happily Ever After? Six Ways to Ruin Your Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36 Stotus:  The New Power of the Financial Executives (D) May 7.  Stotus:  The New Power of the Financial Executives (B) May 7.  Travel:  Travel:  Two Breakfasts Running (B) Mar. 5  EXPORTS (See Foreign Operations)  FACILITIES PLANNING (See Construction) Management, Quality Control, etc.)  FACILITIES PLANNING (See Construction) Management, Quality Control, etc.)  FACIORY MANAGEMENT (See Automation, Production Management, Quality Control, etc.)  FINANCIAL MANAGEMENT (See olso Credit, Profits, etc.)  Getting More Mileage from Available Cash (B) Mar. 2			Retirement:
ing Talent (D) Jul. 50  Tips on Boosting Engineering Productivity (D) Jun. 41  What Product Designers Should Know About "Producibility" (D) Jun. 76  ENGINEERS (See Professional Employees)  ENGINEER SHORTAGE (See Professional Employees)  EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B) Nov. 14  Compensation:  Building the Executive Compensation Overseas: An International Survey (D) Nov. 48  Tailoring the Executive Compensation Package (D) Oct. 38  Delegation (See Management Techniques)  Ceartoon feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Retirement Planning—What You Don't Know Can Hurt You (feature) Apr. 36  Stolus:  The New Power of the Financial Executives (D) May 7:  Training:  Executive Education: Folklore and Fact (B) May 7:  Travel:  Two Breakfasts Running (B) Mar. 5  EXPORTS (See Foreign Operations)  FACILITIES PLANNING (See Construction) Management, Quality Control, etc.)  FACILITIES PLANNING (See Construction) Management, Quality Control, etc.)  FINANCIAL MANAGEMENT (See olso Credit, Profits, etc.)  Getting More Mileage from Available Cash (B) Mar. 2	Division (B) Sep	. 56	Happily Ever After? Six Ways to Ruin Your Retirement
Productivity (D) Jun. 41 What Product Designers Should Know About "Producibility" (D) Jun. 76  ENGINEERS (See Professional Employees)  ENGINEER SHORTAGE (See Professional Employees)  EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B) Nov. 14  Compensation:  Building the Executive Compensation Overseas: An International Survey (D) Management Compensation Package (D) Oct. 38  Delegation (See Management Techniques)  Don't Know Can Hurt You (feature) Apr. 30  (feature) Apr. 30  (feature) Apr. 30  (feature) Apr. 30  (feature) Management compensation (feature) Mappens (D) Mappens (feature) Mappens (feature) Mappens (D)	ing Talent (D)Jul.	50	(cartoon feature)
ENGINEERS (See Professional Employees)  ENGINEER SHORTAGE (See Professional Employees)  EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B)	Productivity (D) Jun What Product Designers Should	. 41	Don't Know Can Hurt You (feature) Apr. 30
ENGINEER SHORTAGE (See Professional Employees)  ENGINEER SHORTAGE (See Professional Employees)  EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B)		. 76	Status:
ENGINEER SHORTAGE (See Professional Employees)  EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B)			The New Power of the Financial Executives (D) Feb. 13
EXECUTIVES (See also Management, Management Techniques)  EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B)			Training:
EXECUTIVES (See also Management, Management Techniques)  Characteristics:  Thinkers and Doers—A Survey (B)			
Thinkers and Doers—A Survey (B)			
Compensation:  Building the Executive Salary Structure (D) Nov. 31  Elements of Executive Compensation Overseas: An International Survey (D) Nov. 48  Tailoring the Executive Compensation Package (D) Oct. 38  Delegation (See Management Techniques)  Techniques)  Nov. 14  EXPORTS (See Foreign Operations)  FACILITIES PLANNING (See Construction)  FACTORY MANAGEMENT (See Automation, Production Management, Quality Control, etc.)  FINANCIAL MANAGEMENT (See also Credit, Profits, etc.)  Getting More Mileage from Available Cash (B) Mar. 2	Characteristics:		Travel:
Compensation:  Building the Executive Salary Structure (D)	Thinkers and Doers—A Survey (B)	v. 14	Two Breakfasts Running (B) Mar. 50
Structure (D)			EXPORTS (See Foreign Operations)
Elements of Executive Compensation (D)		v. 31	
Management Compensation Overseas: An International Survey (D)	Elements of Executive Com-		FACILITIES PLANNING (See Construction)
Tailoring the Executive Compensation Package (D) Oct. 38  Delegation (See Management Techniques)  Management, Quality Control, etc.)  FINANCIAL MANAGEMENT (See also Credit, Profits, etc.)  Getting More Mileage from Available Cash (B) Mar. 2	Management Compensation		A COUNTY OF THE PROPERTY OF TH
Delegation (See Management Techniques)  Pensation Package (D) Oct. 38  FINANCIAL MANAGEMENT (See of so Credit, Profits, etc.)  Getting More Mileage from Available Cash (B) Mar. 2		v. 48	
Techniques)  Getting More Mileage from Available Cash (B)		t. 38	- 11 To the second of the seco
Available Cash (B) Mar. 2	Delegation (See Management		
Development (See Management Investment Abroad—A Switch	Techniques)		Available Cash (B) Mar. 22
	Development (See Management Techniques)		Investment Abroad—A Switch to Consolidation? (D) Oct. 52

Preparing the Operating	Sales of U.S. Companies Abroad
Budget (D)	Increase (B) Jan. 43
Putting Corporate Cash to	Staffing U.S. Industry Overseas
Work (D) Jul. 23	(D) Aug. 74
Question Before the Board:	Tapping Europe's Uncommon
Hold Off or Go Ahead? The	Markets (feature) Jan. 4
Outlook for Capital Spend-	Taxes Here and Abroad—How
ing (D) Oct. 12	They Compare (D) Nov. 23
The New Power of the Finan-	Test Marketing in Europe (D) Feb. 32
cial Executives (D) Feb. 13	
Yardsticks for Investment	FRANCHISING
Decisions (D) Jan. 47	How Composies Are Using
FIRE PREVENTION (Con Colons)	How Companies Are Using Franchising (D)
FIRE PREVENTION (See Safety)	Tranchising (D) Apr. 03
FORECASTING (See Management	
Techniques)	G
FOREIGN COMPETITION	GIFT COLLECTIONS
Can We Compete with For-	Gift Collections-Too Much of
eign Business? (D) Jun. 63	a Good Thing? (feature) Feb. 64
The Administration's Tariff	a socia rimigi (contare) ini reo. o.
Proposals (D) May 67	CITY IS- C
	GIFTS (See Corporate Giving)
FOREIGN OPERATIONS	GOVERNMENT AND BUSINESS
A Strategy for International	(See also Politics and Business)
Growth (D) Dec. 44	
American Business and the	Big Business and the National
World Customer (D) Aug. 14	Purpose (D) May 44
Checking Up on Your	Pros and Cons of Government-
Licensing Agreements (D) Dec. 54	Sponsored Research (D) Jan. 64
EEC—Europe's Trustbuster (D) May 27	The Administration's Tariff
Four Myths About Why Busi-	Proposals (D) May 67
nessmen Trade Abroad (D) Aug. 49	The Federal Retraining Program:
Innocents Abroad (cartoon	Some Company Views (D) Dec. 48
feature) Jan. 12	Who Should Tax Interstate
Investment Abroad—A Switch	Commerce? (D) Jan. 40
to Consolidation? (D) Oct. 52	
Made in U.S.A.? Foreign Parts	GRIEVANCES
in U.S. Products (D) Sep. 37	"Talkouts"—One Way to Settle
Management Compensation	Grievances Fast (D) Mar. 51
Overseas: An International	
Survey (D) Nov. 48	HUMAN RELATIONS
Measuring Executive Perform-	What Executives Learn from
ance Overseas (D) Oct. 64	"Sensitivity Training" (D) May 75
Needs and Opportunities in the	Sensitivity Training (D) is may to
Developing Countries (D) Sep. 57	
Overseas Operations: A Legal	
Check List for Management	
(feature) Mar. 54	IMPORTS (See Foreign Operations)
Overseas Opportunities for	
Smaller Businesses (D) Apr. 48	INCENTIVES (See Executives:
Packaging Products Overseas	Compensation; Management
(D) Mar. 23	Techniques)
(Feature) = feature article; (D)	

DECEMBER, 1962	73
(Feature) = feature article; (D) =	regular digest; (B) = brief item
(feature) Mar. 54	(feature)
Check List for Management	The Incentive to Produce
Overseas Operations: A Legal	Corporate Planner (D) Apr. 18
Laws (D) Dec. 15	The Future Role of the
(D) Dec. 41 Living with the Antitrust	tive's Experience (feature) Jun. 55 Problems and Answers (B) Jan. 52
Hidden Traps in Your Products	Position Wanted: One Execu-
LEGAL PROBLEMS	Blamed (cartoon feature) Aug. 10
	Committee (D) Mar. 44 Nothing Ventured, Nothing
The Growth of Leasing (B) Apr. 75	Management by Executive
How Companies Are Using Leased Manpower (D)Dec. 51	Safe (feature) Aug. 4
Rent or Buy? (D) Apr. 22	The Hazards of Playing It
Data-Processing Equipment—	Management and Risk-Taking:
LEASING	Keeping Management Informed About Labor Relations (D) Aug. 70
IFACING	Avoidable? (D)
About Labor Relations (D) Aug. 70	Is Management Conflict
Keeping Management Informed	Problems (D) Apr. 72
LABOR RELATIONS	Value Engineering (D) Dec. 30 Defining Administrative
(B) Sept. 24	Cutting Costs Through
Whose Idea Was Labor Day?	or Blue Sky? (feature) Sep. 41
Bargaining, Work Force)	Company Objectives: Blueprint
LABOR (See also Collective	Companies with Houses for Sale (D)
	Chart (B) Jun. 67
	Changes in the Organization
INVESTMENT (See Financial Management, Stockholders)	MANAGEMENT (See also Executives, Management Techniques, etc.)
Inventory Control: How EOQ can Help (feature)	MAINTENANCE (See Production Management)
INVENTORY CONTROL	<b>M</b>
Coverage Complete? (D) Feb. 73 Export Insurance (B)	Under the Ground? (D) Jul. 46
Company Insurance: Is Your	Your New Plant Site—What's
INSURANCE	Research Facilities—Where Should They Be Built? (D) Jun. 23
	in Reason (feature) Jul. 27
agement Needs from Infor- mation Systems (feature) Jul. 4	How to Keep the Tab With-
Stairs—What Higher Man-	Planning a Company Move:
The Dark at the Top of the	Industry and the States: Hotter Bidding for New Plants (D) Feb. 36
tion Systems (D) Mar. 14	
A Master Plan for Informa-	LOCATION
INFORMATION SYSTEMS	LICENSING (See Foreign Operations)
Management, etc.)	the Prosecution? (feature) Jan. 33
Labor Relations, Personnel	Your Computer-Witness for
Collective Bargaining, Employees,	Corporate Counsel (feature) Jun. 30
INDUSTRIAL BRIATIONS (C	The Neglected Services of the

The Management of Innovation (D) Sep.	50	Prophets Without Honor (cartoon feature)	Man	16
The Neglected Services of the		Summer Training Sessions (B)		
Corporate Counsel (feature) Jun. The Ones That Got Away	30	Tailoring the Business Forecast to Company Size (D)	Nov.	63
(feature) Jan.	56	What Your Key People Should		
Using the Talents of the Board (B)	66	Know About PERT (feature)	Oct.	44
Where Long-Range Planning		MARKETING (See also Advertising,		
Goes Wrong (feature) May Working with Other Managers		Distribution, Packaging, Sales Management, etc.)		
(D) Jun.	67			
MANAGEMENT CONSULTANTS		Company Name or Brand Name? The Problems of		
Executives and Consultants: The		Corporate Endorsement (D)	Dec.	34
Art of Being Advised (D) Jan.	23	Corporate Goals and Marketing Tactics (feature)	May	56
MANAGEMENT DEVELOPMENT (See		Fragmentation of the Mass		
Management Techniques)		Market (D)	Aug.	44
MANAGEMENT TECHNIQUES		How Companies Are Using Industrial Road Shows (D)	Jul.	13
A Research-Team Approach to		New Organization Patterns for		
Management Development		Marketing (feature)	Feb.	4
(D) Sep.	. 33	New Ways to Reach the Women's Market (D)	T	20
Another Meeting? How to Get		Problems and Prospects of Dis-	Jun.	20
Less Talk and More Action (feature) Oct.	. 4	count Department Stores (D)	Apr.	52
Delegation, European Style (B) Feb	. 76	Product Tags: New Sales Aids		
"Effective Immediately"		Pruning Products: The Move	Apr.	31
A Guide to Arbitrary Organi-		Away from Full-Line Mar-		
zational Changes (cartoon feature) Dec	- 11	keting (D)	Oct.	9
Familiarity Breeds Contentment		Selling to Discounters (B)	Sep.	28
(B) Aug	. 21	Selling to the Senior Market (D)	Ian	26
Getting Better Results from		Tapping Europe's Uncommon	Jun.	20
Operations Research (D) Oct. Inventory Control: How EOQ	. 36	Markets (feature)	Jan.	4
Can Help (feature) Apr	. 56	The Search for New Names		
Managing in the Open (B) Apr		(D) The Switch to Specialized	Mar.	. 17
Managing Other People's	44	Selling (D)	Sep.	13
Writing (feature) Feb Organization: Is This Change	. 44	Uncommon Markets: Sales		
Necessary? (feature) Dec	. 4	Windfalls from Offbeat		
Photo Contest Spurs Interest in		Product Uses (D) U.SStyle Shopping Goes to	Nov.	. 20
Expansion (B) Sep	. 66	Europe (D)	Sep.	29
Planning a Company Move: How to Keep the Tab Within		Why Wait to Be 100? Promo-	-	
Reason (feature) Jul.	27	tional Values in Company		40
Planning for a Convention (B) Ma	y 78	Celebrations (D)	Apr.	42
Product Pride Pays (B) Jul.	78	MARKETING RESEARCH		
Professional Employees: Meshing Career Goals with Com-		Market Research—How Much		
pany Objectives (D) Feb	. 17	Is Enough? (D)	Sep.	17

Test Marketing in Europe (D) Feb. 32 Test Markets—Proving Ground	The Growing Job of Technical Recruiting (feature)
for New Packages (D) Jan. 71  MATERIALS (See Product Development)	PLANT CONSTRUCTION (See
MATERIALS HANDLING (See	PLANT LOCATION (See Location)
Production Management)	PLANT MAINTENANCE (See
MEETINGS (See Management Techniques)	Production Management)
MERGERS What Happens After the	PLANT MANAGEMENT (See Production Management)
Merger? (feature)	POLITICS AND BUSINESS (See also Government and Business)
movino isse totalions	Employees in Politics:
N	A Survey of Company Policy (feature) Nov. 4
NEW PRODUCTS (See Product Development)	One Company's Policy on Politics (B)
	POPULATION
0	The Population Explosion (B) Jul. 22
OFFICE MANAGEMENT	PRODUCT DEVELOPMENT (See also
Cutting Paperwork Costs: One	Research and Development)
Company's Program (D) May 47 Tear-Off Pads Shave Filing	Big Business in By-Products
Costs (B) May 48	(D)
ORGANIZATION (See Management	Themselves (D)
Techniques)	Multifuel Engines (B) Jan. 76
	Safeguarding Against Product
P	Failure (feature) Feb. 24 Test It—Without Touching It
PACKAGING	(D) Mar. 20
Automating the Packaging	What Product Designers Should
Function (D) Jan. 74	Know About "Producibility" (D) Jun. 76
New Directions for Packaging	Wired for Warmth (B) May 70
Machinery (D) Feb. 57	
Packaging Products Overseas (D)	PRODUCT RELIABILITY (See Product Development)
Using Codes for Packaging	Product Development)
Control (D) Aug. 66	PRODUCTION MANAGEMENT
PERSONNEL MANAGEMENT	After Hours: The Function of Custodial Maintenance (D) Jul. 73
Recruiting Scientific Personnel	Brand-Up Time in Texas (B)May 74
Abroad (D) Jun. 16	Countdown for New Plant
Staffing U.S. Industry Overseas (D)	Start-Ups (D)
"Talkouts"—One Way to Settle	A Company-Wide Program
Grievances Fast (D) Mar. 51	(D) Apr. 67
(Feature) = feature article; (D) =	regular digest; (B) = brief item
DECEMBER, 1962	75

Materials-Handling: 1970 and			Getting Double Duty from
Beyond (B)	Apr.	69	TV (D) Mar. 31
New Uses for Adhesives (D)	Dec.	19	Measuring the Effectiveness of
Organizing the Manufacturing-			Public Relations (D) Apr. 25
Engineering Function (D)	Mar.	72	Showmanship in Public
Planning More Effective			Relations (feature) Jun. 4
Maintenance (D)	Nov.	67	
Reducing Complaints About			PURCHASING
Plant Noise (D)	Nov.	60	Organizing for Improved Value
Questions and Answers About			Analysis (D) Jun. 27
Truck Docks (D)	Jul.	65	,
The Growing Problems of			
Atomic Waste Disposal (D)	Oct.	20	Q
Tips on Adopting the			QUALITY CONTROL
Metric System (D)	Dec.	56	
Today's Systems for Continu-			Quality Control: An Ounce of
ous Gauging (D)	Jul.	19	Prevention (D) Oct. 41
Will Automated Assembly			
Operations Pay Off? (D)	Feb.	71	R
PRODUCT TESTING (See Product			RECRUITMENT
Development)			Occupational Outlook for
			Coeds (B) Apr. 66
PROFESSIONAL EMPLOYEES (See			Position Wanted: One Execu-
also Engineering)			tive's Experience (feature) Jun. 55
Professional Employees: Mesh-			Recruiting Scientific Personnel
ing Career Goals with Com-			Abroad (D) Jun. 16
pany Objectives (D)	Feb.	17	Summer Training Sessions (B) Feb. 20
Professional Men Incorporate			The Growing Job of Technical
(B)	Jul.	49	Recruiting (feature) Aug. 32
Recruiting Scientific Personnel			The Ones That Got Away
Abroad (D)	Iun	16	(feature) Jan. 56
The Growing Job of Technical			
Recruiting (feature)	Aug	32	RENTING (See Consumer Spending, Leasing)
Tips on Managing Technical	ring.	32	
Personnel (D)	Aug	56	RESEARCH AND DEVELOPMENT (See
	Aug.	30	also Marketing Research,
What You Can Do About the		20	Product Development)
Next Engineer Shortage (D)			Basic Research: Industry's 400-
Women and Science (B)	reb.	23	Million-Dollar Gamble (D) Feb. 21
			Co-op Research—Boon to
PROFITS (See also Economic			Small Firms (D) Oct. 35
Conditions)			Helium's Rising Status (B) Jan. 28
Corporate Earnings in 1961			New Uses for Adhesives (D) Dec. 19
(D)	Apr.	15	Pros and Cons of Government-
Finding New Sources of Profit			Sponsored Research (D) Jan. 64
Improvement (D)	Sep.	21	Research Facilities—Where
The Power of Profits (B)			Should They Be Built? (D) Jun. 23
			Researching Tomorrow's
PUBLIC RELATIONS			Production Processes (D) May 50
Community Relations for the	4	22	RETIREMENT (See Executives:
New Plant (D)	Aug.	22	Retirement)
(Feature) = feature article	e; (I	D) =	regular digest; (B) = brief item

Battling Blazes Before They Begin (D)	SAFETY	The Business of Space (D) Nov. 15
Bagin (D)	DAPEIT	
Damage Control (feature) Mar. 26  SALARIES (See Executives: Compensation)  SALES MANAGEMENT (See also Marketing)  Announcing a Price Increase: One Company's Experience (D) Mar. 25 Boosting Sales Through Customer Service: One Company's Program (D) Mar. 76 Casing the Competition (B) Feb. 56 Constructing a Sales-Incentive Program (B) May. 81 Improving Sales-Training Efforts (B) May. 53 Running an Effective Travel-Incentive Program (D) Sep. 47 Sales Incentives—Are They Worth the Trouble? (D) Dec. 26 Salesmen's Cars—Some Company Views (D) Sep. 64 Sales Wheels (B) Jul. 75 Top Management and the Sales Department—On Different Wavelengths? (D) Mar. 47  SCIENTISTS (See Professional Employees)  SHORTER WORK WEEK If We Had a 32-Hour Week (D) May 44 Company Objectives—Blueprint or Blue Sky? (feature) Sep. 41  (Feature) = feature article; (D) = regular digest; (B) = brief item.		
SALARIES (See Executives: Compensation; Employees: Compensation)  SALES MANAGEMENT (See elso Marketing)  SALES MANAGEMENT (See elso Marketing)  Announcing a Price Increase: One Company's Experience (ID)		"SQUEEZE-OUTS"
SALES MANAGEMENT (See also Marketing)  SALES MANAGEMENT (See also Marketing)  Announcing a Price Increase: One Company's Experience (D)  Soosting Sales Through Customer Service: One Company's Program (D)  Sales Incentives  Frogram (B)  May 55  Constructing a Sales-Incentive Program (B)  May 26  Methods of Setting Realistic Sales Quotas (D)  Sales Quotas (D)  Sales Incentives  Froy Worth the Trouble? (D)  Sophares of Plowshares (B)  May 55  Shares of Plowshares (B)  May 55  Shares of Plowshares (B)  May 65  Shares of Plowshares (B)  May 77  The Case of "Old 390" (B)  May 76  Shout Share Owners  (feature)  Sep. 40  Stock Market  Our Man on Wall Street:  A Look Inside the New  York Stock Exchange (D)  Dec. 36  STOCK OPTIONS  Elements of Executive  Company Stock Exchange (D)  The Stir Over Stock Options (D)  The Stir Over Stock Options (D)  Surveys  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SURVEYS  Tips on Handling Employee  Attitude Surveys (D)  Sep. 66  SOCIAL RESPONSIBILITIES  Big Business and the National  Purpose (D)  May 44  Company Objectives—Blueprint  or Blue Sky? (feature)  Sep. 41  TELEVISION  TO Getting Double Duty from  TV (D)  Mar. 3	Damage Control (feature) Mar. 26	
SALES MANAGEMENT (See elso Marketing)  Announcing a Price Increase: One Company's Experience (DD)	SALARIES (See Executives: Compensation:	"Squeeze-Out" (D) Jan. 53
SALES MANAGEMENT (See also Marketing)  Announcing a Price Increase: One Company's Experience (D) Soosting Sales Through Customer Service: One Company's Program (D) Sorrogram (D) Mar. 76 Casing the Competition (B) Program (B) May 26 Methods of Setting Realistic Sales Quotas (D) Sales Incentive Program (D) Sales Incentive Program (D) Sales Incentive Program (D) Sep. 47 Sales Incentive Program (D) Sales Incentives—Are They Worth the Trouble? (D) Solesmen's Cars—Some Company Views (D)		STOCKHOLDERS
SALES MANAGENT (See also Marketing)  Announcing a Price Increase: One Company's Experience (ID) Boosting Sales Through Customer Service: One Company's Program (D) Casing the Competition (B) Program (B) Birproving Sales-Incentive Program (B) Birproving Sales-Iraining Efforts (B) May 26 Methods of Setting Realistic Sales Quotas (D) Sales Incentive Program (D) Sales Incentive Program (D) Sales Incentive Program (D) Sales Incentives—Are They Worth the Trouble? (ID) Company Views (D) Sep. 64 Sales Wheels (B) SHORTER WORK WEEK If We Had a 32-Hour Week (D) May 38 SOCIAL RESPONSIBILITIES Big Business and the National Purpose (D) May 44 Company Objectives—Blueprint or Blue Sky? (feature) Sep. 41  Management Own? (B) May 55 Shares of Plowshares (B) May 25 Stock Market Our Man on Wall Street: A Look Inside the New York Stock Exchange (D)  Flecture)  STOCK OPTIONS  Elements of Executive Compensation (D) Surveys  Tips on Handling Employee Attitude Surveys (D) Sep. 66 SURVEYS  Tips on Handling Expenses—Are They Deductible? (feature) Advertising Expenses—Are They Deductible? (feature) Adverti		How Work Strek Day
Announcing a Price Increase: One Company's Experience (D)	The state of the s	Management Own? (B) May 52
Boosting Sales Through Customer Service: One Company's Program (D)	One Company's Experience	The Case of "Old 390" (B) Jun. 54 What We Do and Don't Know
Casing the Competition (B) Feb. 56 Constructing a Sales-Incentive Program (B)	Boosting Sales Through Cus-	(feature) Sep. 4
Casing the Competition (B) Feb. 56 Constructing a Sales-Incentive Program (B) May 26 Methods of Setting Realistic Sales Quotas (D) May 53 Running an Effective Travel-Incentive Program (D) Sep. 47 Sales Incentives—Are They Worth the Trouble? (D) Dec. 26 Salesmen's Cars—Some Company Views (D) Sep. 64 Sales Wheels (B) Jul. 75 Top Management and the Sales Department—On Different Wavelengths? (D) Mar. 47  SCIENTISTS (See Professional Employees)  SHORTER WORK WEEK If We Had a 32-Hour Week (D) Mar. 38  SOCIAL RESPONSIBILITIES  Big Business and the National Purpose (D) May 44  Company Objectives—Blueprint or Blue Sky? (feature) Sep. 41  Company Objectives—Blueprint or Blue Sky? (feature) Sep. 41  Command May 26  SIOCK OPTIONS  Elements of Executive Compensation (D) Jan. 29  The Stir Over Stock Options (D) May 44  Company Objectives—Blueprint or Blue Sky? (feature) May 44  (Feature) = feature article; (D) = regular digest; (B) = brief item		STOCK MARKET
Improving Sales-Training  Efforts (B)	Casing the Competition (B) Feb. 56	
Improving Sales-Training Efforts (B)		
Methods of Setting Realistic Sales Quotas (D)	Improving Sales-Training	Tork Stock Exchange (D) Dec. 38
Running an Effective Travel- Incentive Program (D)		STOCK OPTIONS
Incentive Program (D)	Sales Quotas (D) May 53	
They Worth the Trouble? (D)	Incentive Program (D) Sep. 47	The Stir Over Stock Options (D)
Salesmen's Cars—Some Company Views (D)	They Worth the Trouble?	SURVEYS
Company Views (D)	Salesmen's Cars—Some	Tips on Handling Employee
Top Management and the Sales Department—On Different Wavelengths? (D)	Company Views (D) Sep. 64	Attitude Surveys (D) Sep. 60
Department—On Different Wavelengths? (D)	Dunes 11 11 20 10 10 10 10 10 10 10 10 10 10 10 10 10	
Wavelengths? (D)		T
SCIENTISTS (See Professional Employees)  SHORTER WORK WEEK  If We Had a 32-Hour Week (D)		TARIFFS (See Foreign Competition)
Advertising Expenses—Are They Deductible? (feature) Aug. 18 Taxes Here and Abroad—How They Compare (D) Nov. 2. Who Should Tax Interstate Commerce? (D) Jan. 46  SOCIAL RESPONSIBILITIES  Big Business and the National Purpose (D) May 44 Company Objectives—Blueprint or Blue Sky? (feature) Sep. 41  TELEVISION  A Sponsor's-Eye View of Public Service Programs (D) Jun. 7 Getting Double Duty from TV (D) Mar. 3  (Feature) = feature article; (D) = regular digest; (B) = brief item		TAXES
SHORTER WORK WEEK  If We Had a 32-Hour Week (D)		
If We Had a 32-Hour Week (D)	SHORTER WORK WEEK	Taxes Here and Abroad—How
(D)		
Big Business and the National Purpose (D)	(D) Mar. 38	Commerce? (D) Jan. 40
Purpose (D)	SOCIAL RESPONSIBILITIES	TELEVISION
Company Objectives—Blueprint or Blue Sky? (feature) Sep. 41  Getting Double Duty from TV (D) Mar. 3  (Feature) = feature article; (D) = regular digest; (B) = brief item		
or Blue Sky? (feature) Sep. 41 TV (D) Mar. 3  (Feature) = feature article; (D) = regular digest; (B) = brief item	Purpose (D) May 44	lic Service Programs (D) Jun. 72 Getting Double Duty from
(I cum'e) yearne and (=)		TV (D) Mar. 31
DECEMBER, 1962 7	(Feature) = feature article; (D)	= regular digest; (B) = brief item
	DECEMBER, 1962	77

SPACE AGE

TRADE ASSOCIATIONS	w
How Trade Associations Earn Their Keep (D) Jan. 2	0 WAGES AND SALARIES (See Employees: Compensation; Executives: Compensation)
TRADE FAIRS	
1962 Trade Fairs—Here and	WAREHOUSING
Abroad (D)Feb. 7	7 Automatic Warehousing— Some Unsolved Problems
TRADE SHOWS	(D) Jun. 48
Trade Shows: Of Pulchritude and Products (B)	WORK FORCE
TRAINING (See Employees: Training;	Everybody Works at Our House (B)
Executives: Training; Management	How Companies Are Using
Techniques)	Leased Manpower (D)Dec. 5
	The Federal Retraining Program:
V	Some Company Views (D) Dec. 49 Tomorrow's Work Force: Blue
VALUE ANALYSIS (See Purchasing)	Collar or White? (D) Feb. 40

# AUTHOR INDEX-1962

Authors of Special Feature Articles

Ansoff, H. I.:	Bird, Frank E., Jr.:
Company Objectives: Blueprint —or Blue Sky? Sep. 41	Cost Improvement Through Damage Control Mar. 26
Armour, Richard:  Ask Me Another (verse) Jun. 70 Battle of the Baskets (verse) Jan. 62 Big Moment (verse) Mar. 42	Black, James M.:  Management and Risk-Taking: The Hazards of Playing It Safe
Boumback, Clifford M.:  Inventory Control: How EOQ Can Help	Overseas Operations: A Legal Check List for Management
Benson, John J., and R. L. De Witt: The Ones That Got Away Jan. 56	Showmanship in Public Relations
78	MANAGEMENT REVIEW

Collins, Thomas:	Koch, Edward G.:
Retirement Planning—What You Don't Know Can Hurt You	New Organization Patterns for Marketing Feb. 4
	Konopa, Leonard J.:
Cooper, Joseph D.:	Inventory Control: How EOQ
Organization: Is This Change Necessary?	Can Help Apr. 56
Creighton, Joseph R.:	Levenstein, Aaron:
The Neglected Services of	The Incentive to Produce Jul. 54
the Corporate Counsel Jun. 30	Levitt, Theodore:
Deutsch, Arnold R.:	Corporate Goals and Marketing
The Growing Job of	Tactics May 56
Technical Recruiting Aug. 32	McCarthy, Russell C.:
De Witt, R. L. and John J. Benson:	Automation and Unemploy-
The Ones That Got Away Jan. 56	ment: A Second Look May 34
Dodge, Raymond J.:	Perry, John:
What We Do and Don't Know About Share Owners Sep. 4	What Happens After the Merger? Apr. 4
Dyer, Frederick C.:	Phelps, H. Sheldon:
Managing Other People's WritingFeb. 44	What Your Key People Should Know About PERT Oct. 44
Fore, Frances:	
Gift Collections-Too Much	Reid, Peter C.:
of a Good Thing? Feb. 64	Employees in Politics: A Survey of Company Policy Nov. 4
Freed, Roy N.:	
Your Computer—Witness for	Riley, Dennis P.:
the Prosecution? Jan. 33	Tapping Europe's Uncommon
Galbraith, Georgie Starbuck:	Markets Jan. 4
The Board Chairman	Spencer, S. A.:
Reports (verse) Nov. 38	
Haskell, Patricia C.:	Stairs-What Higher Man-
Planning a Company Move:	agement Needs from Infor- mation Systems
How to Keep the Tab	
Within Reason Jul. 27	Warren, E. Kirby:
Herd, G. Ronald:	Where Long-Range Planning
Safeguarding Against Product	Goes Wrong May 4
Failure Feb. 24	
Karpinsky, William:	Webster, Eric:
What's Ahead in Collective	Another Meeting? How to Get Less Talk and More
Bargaining? Mar. 4	

# BOOK REVIEWS-1962

A Foreign Policy for American Business, by Thomas Aitken, Jr. (reviewed by Robert	Management Control Tech- niques for Improving Profits, by Ronello B. Lewis (re-
Theobald) Apr. 8	
Business Ethics (Second Edition), by Herbert Johnston (reviewed by Raymond S. Denton)	Management Uses of Accounting: Planning and Control for Profits, by Ralph F. Lewis (reviewed by E. W. Littlefield)
Business Survival in the Sixties, by Thomas F. Patton (re- viewed by Melvin H. Baker) Jul. 8	New Patterns of Management, by Rensis Likert (reviewed by Frank Metzger) Jan. 81
Cost and Budget Analysis, by John Dearden (reviewed by David W. Chappuis) Sep.	Organizational Change: The Effect of Successful Leadership, by Robert H. Guest (reviewed by Walter R. Mahler) Aug. 83
Executive Decision Making: Observations and Experience in Business and Government, by Marion B. Folsom (re- viewed by Harold F. Smiddy) Jun.	The European Executive, by David Granick (reviewed by James W. Balano)
Increasing Office Productivity:  A Seven-Step Program, by Earl P. Strong (reviewed by G. N. Stilian)	by Clarence B. Randall (reviewed by Robert A. Weaver, Jr.)
Inlaws and Outlaws: And Parkinson's Third Law, by C. Northcote Parkinson (reviewed by James M. Black) Dec.	Appraisal of Management Methods and Performance, by William P. Leonard (re- viewed by James D. Galla-
Innovation in Marketing: New Perspectives for Profit and Growth, by Theodore Levitt (reviewed by Edward J. Green) Oct.	The Problems of Union Power (Vol. 1, Series 1), by John M. Court (reviewed by Stan-